

**What is claimed is:**

1. A advertisement display system in a map-information  
providing service transmitting map-image data to a user  
5 terminal to display a map image based on the map-image data,  
and displaying advertisements on the displayed map image,  
comprising:

an advertisement site for displaying the  
advertisements on the map image displayed on said user  
10 terminal, including a advertisement server for displaying  
a route setting and advertisements situated along the set  
route on the map image, a route database storing road data  
on a map required for setting a route in said advertisement  
server, and advertisement database storing registered  
15 advertisement data,

wherein said advertisement server sets a route based  
on the road data stored in said route database, and read  
out advertisements situated along the set route from said  
advertisement database to display them on the user terminal.

20 2. The advertisement display system in a map-information  
providing service according to claim 1, wherein said  
advertisement server reads out only advertisements,  
matching a profile of a user, of said advertisements  
25 situated along the set route from said advertisement  
database based on the data representing the profile of the

user sent from the user terminal, and displays them on the user terminal.

3. The advertisement display system in a map-information  
5 providing service according to claim 1, wherein said advertisement site further includes a user registration database storing registration data representing the profile of the user, wherein said advertisement server reads out the only advertisement, matching the profile of the user, of said advertisements situated along the set route from said advertisement database based on the registration data of the user read from the user registration database, and displays them on the user terminal.